

A person in a blue dress is pointing at a dual-monitor workstation. The left monitor displays various charts and graphs, while the right monitor shows a grid of architectural or design images. The scene is set in a modern office with large windows in the background. On the desk, there is a small potted plant, a dark blue mug, and a gold-colored pen holder containing several pens.

casadevall group

Responsible Marketing
Standard Policy

Casadevall Group

Responsible Marketing Standard

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Introduction

Casadevall Group designs, crafts, and delivers bespoke luxury retail environments, packaging, and displays for many of the world's leading brands. Our marketing communications, whether directed at prospective clients, industry partners, talent, or the wider public, must reflect the same standards of integrity, respect, and craftsmanship that define our work.

This Responsible Marketing Standard (the "Standard") sets out the principles that guide how Casadevall Group, and those acting on our behalf, create, approve, and publish marketing and promotional content, including our website, case studies, social media, awards submissions, and other communications.

Scope

This Standard applies to all Casadevall Group employees involved in marketing, communications, or business development activity, as well as to agencies, photographers, videographers, and other third parties who create content on our behalf.

Casadevall Group's marketing is primarily business-to-business in nature, directed at existing and prospective client brands, industry stakeholders, and prospective talent, rather than at end consumers. Where our marketing content, such as project case studies or social media posts, may nonetheless reach the general public, the same principles of honesty, respect, and legal compliance set out in this Standard apply.

This Standard is guided by the International Chamber of Commerce's Advertising and Marketing Communications Code.

Roles and Responsibility

Marketing and communications activity is coordinated centrally to ensure consistency with this Standard. Any employee creating or approving external-facing content, or engaging a third party to do so, is responsible for ensuring that this Standard has been considered and applied. Questions or requests for clarification can be directed to the owner of this policy.

Honest and legal marketing communications

All Casadevall Group marketing communications must be legal, decent, honest, and truthful, and must not mislead our audience, whether through the content itself or by omission. We do not incite or condone discrimination, illegal, or antisocial behavior in our marketing content, and we respect the intellectual property and goodwill of others.

Substantiating claims

Any factual claim, description, or illustration made in our marketing communications must be capable of substantiation and must not contravene applicable law. This applies with particular care to claims relating to sustainability, environmental performance, or the materials used in our products, which must be qualified clearly and supported by evidence consistent with our Climate Policy, our Resource and Waste Management Policy, and our Material Standard and Responsible Sourcing Policy.

Client confidentiality, trademarks and intellectual property

Much of our work is created on behalf of client brands under confidentiality and intellectual property obligations. Before featuring any client project, brand name, trademark, or imagery in our marketing communications, including case studies, our website, awards submissions, or social media, we obtain the necessary client approval and comply with any applicable non-disclosure or brand usage agreements.

Inclusive and respectful representation

We aim to represent our people, our clients, and the communities in which we operate in a manner that is inclusive, respectful, and free from stereotyping, consistent with our Global Inclusion and Belonging Policy. Where our marketing content features people, including employees, models, or members of the public, we seek informed consent and are mindful of cultural context and sensitivity.

Third-parties, agencies and data privacy

We expect agencies, photographers, videographers, influencers, and other third parties creating content on our behalf to adhere to the principles of this Standard. Any collection or use of personal data as part of our marketing activity, including through our website or digital channels, must comply with applicable data protection law and our internal data privacy practices.

Policy revision and governance

This Standard will be reviewed and updated periodically to remain aligned with evolving marketing practice and regulatory frameworks. Questions or requests for clarification can be directed to the owner of this policy.

Public policies

For more details on Casadevall Group's publicly accessible policies, including our commitment to providing a safe and healthy working environment for employees as well as how we address waste management and anti-corruption and bribery, please visit:

- [Casadevall Group Climate Policy](#)
- [Casadevall Group Resource and Waste Management Policy](#)

- Casadevall Group Material Standard and Responsible Sourcing Policy
- Casadevall Group Health and Safety Policy
- Casadevall Group Code of Business Conduct for Employees and Contractors
- Casadevall Group Anti-Corruption and Bribery Policy
- Casadevall Group Global Inclusion and Belonging Policy
- Casadevall Group Responsible Marketing Standard
- Casadevall Group Whistleblower Policy

Policy Owner

This Responsible Marketing Standard policy is owned by Helene Liebst von Obelitz, Head of Sustainability and Creative Transformation and approved by Raul Casadevall, CEO.

Inquiries pertaining to our policies, actions and targets for the group should be send to Helene Liebst von Obelitz, Head of Sustainability and Creative Transformation, helene@casadevallgroup.com.

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Approved by: Helene Liebst von Obelitz, Head of Sustainability and Creative Transformation and Raul Casadevall, CEO